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ABSTRACT

An assessment was made of the similarities and differences of the problems, interests, and needs articulated by the visible and "invisible" opinion leaders within the Black community of Columbus, Ohio. Interviews which included both open-ended and closed-ended questions were conducted with a random sample consisting of 449 Black residents stratified by residential area and sex. Questions were directed at the identification of community problems and community leaders. The perceptions of community and personal problems, the media and communication patterns, and the social and demographic characteristics were examined for four types of opinion leaders: (1) self-designated, (2) socially designated, (3) key informant, and (4) volunteer. Major results indicated that the four types of opinion leader were different and independent of one another. The "invisible" socially designated leaders of the community reflected most accurately the expressed needs of the community residents. It was recommended that public broadcasters continually attempt to identify the "invisible" socially designated community leaders, and not rely on visible leaders or organized groups for constructing the master problem list for needs assessment surveys. (CMV)

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METHOD DEPENDENT OPINION LEADERSHIP: IMPLICATIONS FOR ASCERTAINMENT OF BLACK COMMUNITY NEEDS FOR PUBLIC TELEVISION STATIONS

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METHOD DEPENDENT OPINION LEADERSHIP: IMPLICATIONS FOR ASCERTAINMENT OF BLACK COMMUNITY NEEDS FOR PUBLIC TELEVISION STATIONS

The purpose of this research was to evaluate procedures and methods for soliciting and evaluating the problems, interests and needs of the Black community as an important element in the ascertainment process. The particular concern was in assessing the similarities and differences of the problems, interests and needs articulated by visible and "invisible" opinion leaders within the Black community of Columbus, Ohio. The research focused on methodological issues related to the operationalization of two key concepts of particular importance for ascertainment. These concepts were community problems and community leaders.

Community/Opinion Leaders

Opinion leaders are those members of a social system that other members go to for advice on specific topics. In summarizing the wealth of research in this area, Rogers and Shoemaker (1971) suggested that opinion leaders differ from other members of their social system along a number of dimensions. Opinion leaders:

1. have greater exposure to mass media
2. are more cosmopolite
3. have greater contact with change agents
4. have greater social participation

5. have higher social status

6. are more responsive to new ideas

(pp. 218-219; 378-379). The argument for ascertainment purposes is that identifying and talking to the leaders of community opinion will enable the public broadcaster to get a sensitive and reliable picture of the problems of the community.

The Federal Communication Commission has prescribed a procedure whereby responsible spokespersons representing organized groups in the community can be identified and contacted. The community leader checklist provides 19 elements or groups which are of concern to local communities. The Commission argues that the local broadcaster, by identifying and interviewing leaders from these groups, will be able to receive a composite picture of the problems, interests and needs of the community (Report and Order, 1976).

Studies dealing with opinion leadership have traditionally used one of the three methods for identifying opinion leaders: (1) self-designation; (2) social designation; or (3) key informant designation (Rogers and Shoemaker, 1971).

Self-designated opinion leaders are those members of the community who perceive themselves to be sources of influence more so than their friends or other members of their community. The method used to identify self-designated opinion leaders is a series of self-report questionnaire items.

Socially designated opinion leaders are persons identified by the members of a community as "the person(s) you usually go to when you need advice or information on a community problem." Identifying socially

designated opinion leaders requires a general survey of a community, and the subsequent interviewing of the persons the general survey respondents viewed as their opinion leaders.

The key informant opinion leaders are those persons named by visible leaders in the community as the people in the community who are community leaders on a variety of topics. The Commission's community leader checklist is a key informant method for identifying opinion leaders. This technique utilizes the stations of license with help from other local broadcasters, The United Way, Chamber of Commerce, etc., to identify leaders of groups which represent the 19 elements on the checklist. The leaders of established groups are then interviewed. The key informant technique is the only method advocated by the ascertainment primer.

The underlying assumption of the opinion leader methods is that an opinion leader is an identifiable member of a system who can be identified equally well by either of the three methods. However, in studies where two or three of the methods have been used, only moderate to low correlations have been found among the methods (Troldahl and Von Dam, 1965; Blanton, et al., 1971; Rogers and Cartano, 1962; Book, 1975).

What appears to have happened in nearly all these studies is a differentiation between visible community leaders identified through the key informant method and "invisible" leaders of opinion in the community identified by the other methods.

Actual patterns of influence in most American communities are usually more complex than the formal institutions of government or organized groups would suggest (see Dahl, 1961; Dahl, 1967). Granted, politicians

and visible leaders of organized groups generally play some role in influencing life in a community and its communications systems. But large numbers of groups and individuals, each with somewhat different skills, resources, and interests are also involved in social, economic, and political affairs within most communities (see, for example, Walker and Rudelius, 1976). Thus, researchers investigating the problem of ascertaining community needs of the Black community, or any other system, must be sensitive to the response bias of the method employed.

Community Problems

The difficulty of defining what constitutes a community problem has been an issue of much debate in the public opinion literature for some time (see Edelstein, 1975). Essentially the issue of importance for ascertainment is both philosophical and pragmatic. The broadcaster and the Commission both would like to identify problems of the community so that the community's problems, interests and needs can be raised to a point of discussion and potential solution.

The community's problems have been traditionally identified by asking community leaders and a general sample of the population to identify the "problems of the community." Both open-ended questions and "master problems lists" have been employed in order to determine a list of significant community problems.

It can be argued that the problems, interests and needs of a community may not necessarily be the problems people perceive the community to have. Rather, community problems may be more appropriately determined by identi-

fying the clusters of common problems which face the individual members of the community personally. It occurred to us that the "problems" community governments and organizations face may be quite different from the problems faced by individuals of the community on a daily basis. "Community" problems of drugs, alcohol, crime, etc., are people's solutions to problems, albeit socially unacceptable solutions. Perhaps, by allowing individuals to identify their personal problems, broadcasters could determine clusters of concerns shared by people within the community. Such communalities of personal problems may point a broadcaster in different directions, than would "community problems" identified by the same individuals.

The research question which guided our investigation was:

What are the distinguishing characteristics of four method-dependent opinion leadership types for the Black community in Columbus, Ohio according to:

A. their perception of community and personal problems

B. their media and communication patterns

C. their social and demographic characteristics

METHODOLOGY

Questionnaire

The questionnaire underwent several drafts and was pre-tested by experienced interviewers. The final questionnaire is included in Appendix A.

A series of open-ended questions asked respondents to identify the three most important problems facing the Black community in Columbus. Each of the problems so identified were then rated as to their perceived importance. Subjects were also asked to identify the two most important problems "facing you personally." Each of the personal problems so identified were rated according to their importance. Based on interviews with Blacks working on the project and modified by the pre-test, a series of 16 closed-ended problems were also included. These problems included police and discrimination issues as well as social and economic concerns. The problems were rated by respondents on a four point importance scale.

We asked the respondents to identify who they perceived the "most important leaders of the community" to be, as well as how often they interacted with these community leaders and sought their advice about community problems.

Two questions asked respondents to identify their most importance source of information for (1) community problems and (2) personal problems. We also asked what the respondents thought television could do to "help solve problems in the Black community."

A series of six questions were employed to identify and evaluate the degree to which respondents had interacted with the local television stations.

Respondents were also asked to specify their radio, newspaper and general television exposure. A series of five questions, adapted from Troldahl and Von Dam (1965), was utilized to determine the degree to which the respondents perceived themselves to be opinion leaders.

Standard social and demographic indicators were employed. Respondents were asked how long they had lived in the community, their age and educational attainment. The respondents' sex was also recorded. Length of residence was observed to indicate social integration into the community, and less directly, knowledge of various social and political aspects of life in the Columbus Black community. Age, education, and sex were assumed to be basic achieved and ascribed social characteristics that define social status and life style. Finally, the respondents were asked to identify the "people you usually go to when you need advice on a community problem."

Sample

A rather complex sampling procedure was necessitated in order to determine opinion leader types within the Black community. A general survey was designed to represent a cross-section of all Black adults who resided in the sections of Columbus, Ohio which included most of the Black population. Two samples were drawn. The first was comprised of those who resided in 1970 Census tracts in which 50 percent or more of the population was Black. A second sample was drawn from the 1970 Census tracts in which 12.5 to 50 percent of the population was Black.

A sample of addresses was drawn from each group of Census tracts separately. Addresses were drawn in serial fashion by computer from a

listing of all addresses in each Census tract arrayed by street. The number of addresses in each groups was proportional to the number of Black people who resided in each group. Telephone numbers associated with each address were listed. Interviewers were instructed to contact the man or woman of the household for households in which Black people resided (whites were excluded by asking a filter question at the beginning of each interview). The sample was stratified by sex to be representative, although women were overrepresented in the final results to some extent.

Thus, the sample for the general survey was comprised of an area sample of Black residents in each group of Census tracts. It should present a fairly accurate portrait of the attitudes of Black people in Columbus within the limits specified above. Interviews were completed by 449 respondents.

Self-Designated Opinion Leaders

The self-designated opinion leaders were identified according to their responses to the five questions in the questionnaire which had been included specifically for that purpose. The scores for the questions were reflected so that direction was consistent and the 134 persons with the highest scores were labeled self-designated opinion leaders.

Socially Designated Opinion Leaders

The socially designated were people identified by respondents of the general survey. The last item of the questionnaire asked "Who are the people you usually go to when you need advice on a community problem?" The names, addresses and phone numbers of the people designated in this

fashion by the general sample were tracked down. Of the 266 different names given by the sample respondents, 192 were identified as to address and phone number, and 115 completed the interview.

Key Informant Opinion Leaders

Key informants or visible leaders were identified by professional Blacks working in both Black and white media organizations. Specifically, Blacks from two commercial television stations, two Black newspapers, and one Black radio station were contacted and responses were obtained.

The five media sources were contaced and personally interviewed between May 24 and June 10, 1976. The newspersons were shown the "community leader checklist" and asked to identify Black leaders in as many categories as they were able. The media Blacks identified 84 key informants, of which 74 were interviewed.

Volunteer Opinion Leaders

Because the Commission had noted that chance encounters and persons who call stations could also be used as a source of information for ascertainment, this fourth group of "opinion leaders" was identified. WOSU-TV aired spot announcements preceding and following their Black oriented programs for two weeks (June 12-25, 1976). The spots asked Black viewers to call in and leave their names if they wished to be interviewed concerning problems of the Black community. Thirty-four persons responded; all were interviewed.

Data Collection

Interviewing for all samples was conducted between June 16 and August 7, 1976. The interviewing date and completion rates for the samples are

presented in Table 1. The same questionnaire was utilized for all groups; however, the introductions used for the various groups was changed.

(PLACE TABLE 1 ABOUT HERE)

The interviews were conducted on the telephone by trained Black interviewers who worked primarily in their homes (see Field Supervisor's Report attached in Appendix B).

Data Analysis

Data reduction tasks, including editing, coding, keypunching, verifying and file construction were conducted by a trained staff that was closely supervised at all times in a laboratory that has had lengthy experience in these areas. Standard archiving procedures and standards were used in the process.

The primary interest in data analysis was the differences between the method-dependent opinion leader types and the questionnaire responses. Because of the complex sampling frame and the presence of opinion leader types identified under varying conditions, statistical significance between the groups was difficult to assess.

Unless otherwise indicated, the data presented were significant beyond the .05 level, using the chi square test of significance. It should be noted that the chi squares should be interpreted with some caution due to the potential lack of independence between the groups of opinion leaders, as well as the fact that the opinion leader types may not have been drawn from the same population.

RESULTS

The results of the study will be presented in four sections: (1) independence of opinion leader types and community leaders; (2) opinion leader types and community/personal problems; (3) opinion leader types and information and media use; and (4) opinion leader types and social characteristics.

Independence of Opinion Leader Types and Community Leaders

A total of 672 usable questionnaires were completed:

General Sample

Non-opinion leaders	315
Self-designated leaders	134
Social designated leaders	115
Key informant leaders	74
Volunteer "leaders"	34
TOTAL	672

A tabulation of the names generated by the various procedures revealed that the opinion leader types were fairly independent of each other. Of the 266 different social designates named by the general sample respondents (Table 1), 31 (11.7%) were also identified as opinion leaders by the Black employees of Columbus media (key informants).

Of the 74 key informants interviewed, 34 (45.9%) named other key informants as their socially designated opinion leaders. It appeared that the visible key informant leaders are a rather socially integrated group, interdependent on one another for advice and counsel.

Question five asked respondents to identify "Who would you say are the most important leaders in the Black community?" We were particularly

interested in discovering the similarities of the community leaders named by the Blacks employed in the media (key informants) and the community leaders named by the general survey. The Blacks in the media identified 84 different Black community leaders (Table 1); the general survey respondents named 122 different Black community leaders. Only 28 persons were identified by both the media Blacks and the general sample as community leaders.

We were also interested in the relationship or degree of overlap between the people sought out for advice about community problems (the socially designated leaders) and the perceived community leaders. Of the 266 socially designated opinion leaders (Table 1) identified by the general sample, only 51 (19.2%) were also named as community leaders.

It appears that people seldom turn to those whom they perceive to be community leaders for advice about community problems. Further, the public's view of who the community leaders are, is substantially different from the media's Blacks' view of who the community leaders are.

Community/Personal Problems

The following section presents the analysis of the data whereby the problems of the Black community were examined according to the perceptions of the four opinion leader types.

A. Most Important Community Problems: Respondents were asked what they felt was "the most important problem facing the Black community in Columbus?" Interviewers were instructed to probe for a maximum of three responses to this question. Respondents were also asked whether they felt each specific problem was "important, very important, or extremely

important." The perceived importance of each of the problems did not significantly differ from the opinion leader types and was therefore not presented in this report.

i) Open-ended questions: Responses to the open-ended questions concerning the most important problems in the Columbus community were grouped into a series of six categories that formed theoretically useful delineations and summarized most of the statements without much distortion. The six categories used were: 1) general economic references, jobs, and wages; (2) political organization and civil rights kinds of activities; (3) educational and youth activities; (4) social and moral concerns, (5) references to communications kinds of problems; and (6) other responses. A summary of the original coding frame and frequency of responses to each of the three problem questions is attached in Appendix C.

The primary concern of the analysis was with identifying the ways in which the problems were perceived by various opinion leader types; thus included in each of the following Tables is the percentage of responses for the general sample. It should be remember that the general sample included the 132 persons identified as self-designated opinion leaders. The general sample totals were included for heuristic comparison purposes only, and were obviously not included in computing the statistical differences.

Presented in Table 2 are the grouped responses of the community problems listed as most important by the four opinion leader types. Different types apparently saw different problems as important. The sample of key informants was most peculiar in this regard. Nearly six in ten key informants (59%) mentioned economic issues, including jobs and wages,

as the most important single problem facing the Black community. In contrast, only about 37 percent of the self-designated and social designated opinion leaders mentioned economic concerns. About 29 percent of the volunteer opinion leaders mentioned economic concerns. Thus, economic issues prevailed in the minds of key informants, and this emphasis far outweighed any other problem which was presented by the other groups of opinion leaders or the general Black public in Columbus.

(PLACE TABLE 2 ABOUT HERE)

The volunteer opinion leaders, however, were far more likely than any of the other types to mention political organization and civil rights activities as the most important problem facing Blacks in Columbus. Between 14 and 18 percent of the other types mentioned political organization as a problem. It may be that the group of volunteer opinion leaders, monitoring public television extensively and Black-oriented political programming particularly, acquired a sensitivity for political organization stemming from the content of TV fare that they saw. Or, it is possible that the class backgrounds of the group of volunteer opinion leaders impelled them into greater political consciousness in community affairs when pressed on the single most important issue confronting people in the community.

Key informant and volunteer opinion leaders were much less likely than the other types to mention social and moral concerns as important problems in the Black community. Roughly one in five (21%) of the self-designated and 28 percent of the socially designated opinion leaders mentioned such concerns as the most important problems facing the Black community.

Finally, about 13 percent of the cross-section of the Black community and five percent of the sample of self-designated opinion leaders mentioned no important problem facing the Black community. It may be that these people were simply oblivious to what problems people in the community have, or that they may have failed to respond for a host of other reasons relating to errors in measurement.

Respondents were also sharply distinguished by opinion leader groups with regard to the second and third most important problems that were mentioned, although some of the contrasts paled somewhat due to the diminished number of respondents who gave second and third responses. (See Tables 3 and 4.) More respondents failed to respond from each of the groups when asked for second and third problems, although the diminution in response was greatest among the general sample and least among key informants and volunteer opinion leaders.

(TABLE 3 ABOUT HERE)

Again, key informants were more likely than others to mention economic concerns as the most important problem facing Blacks in Columbus. The volunteer opinion leaders were again most likely to mention political organization; while the key informants mentioned educational concerns, but they were least likely to mention social and moral concerns as second most important problems.

Except for social and moral concerns, which the key informants were most likely to mention as the third most important problem, an identical pattern appeared when third responses were probed. Clearly, economic concerns for the Black community appeared more salient among key informants

than any other type of opinion leaders. Political action was more salient among the group who volunteered to be interviewed.

(TABLE 4 ABOUT HERE)

However, the general sample was most likely to differ from leaders of any variety in failing to mention second and third problems facing the community. Nearly half the general sample (40.5%) mentioned no second problem, and 69 percent mentioned no third problem. Only eight percent of the key informants and six percent of the volunteer opinion leaders, in contrast, mentioned no third problem.

Clearly, the key informants perceived a variety of problems present in the Black community in Columbus; and this elite group saw different kinds of problems and ascribed different priorities to these problems from both the opinion leadership types in the community and the general sample of the community.

ii) Close-ended questions: Open-ended questions have the virtue of indicating what is foremost in respondents' minds when they are questioned. But these questions have the disadvantage of failing to indicate the views of the less articulate. This fault was assumed to be particularly important among the larger cross-sectional sample in the Black community. Open-ended questions also make systematic comparison difficult in many instances. In order to circumvent these problems, a battery of close-ended questions was asked respondents. Each person was asked to rate the importance of a series of specific problems on a four point, extremely important to not at all important, scale.

The mean scores for the four opinion leader types, as well as the

means for the general sample are presented in Table 5. Also included were the rank orderings of the problems for each type.

The most striking differences between the opinion leader types is that the volunteer opinion leaders tended to rate all the problems higher than the other types. Only sex discrimination and prostitution were rated below two by this group.

(TABLE 5 ABOUT HERE)

The differential importance placed on these problems was seen most clearly by examining the rankings of the problems by each opinion leader type. The top five problems for each group according to that group's rank order scores are presented in Table 6.

(TABLE 6 ABOUT HERE)

Job discrimination had a rank score of four for the key informants and self-designates, seven for the volunteer opinion leaders and eight for the social designates. The volunteer opinion leaders rated police as their fifth most important problem, but this issue may not have made a master problem list had the other techniques been used exclusively. Only two problems, getting a job and getting Black folks organized, were included by all four types in their top five rankings.

The key informants rated getting a job, job discrimination, and welfare and poverty among their top five problems according to this close-ended questioning procedure. This was indeed very consistent with their mentioning economic issues as the most important problem facing the Black community using the open-ended questioning technique (see Tables 2, 3 and 4). The volunteer opinion leaders rated getting Black folks organized

and police among the top five problems on the close-ended questions. This was similarly consistent with their concern for political/ organizational issues in the open-ended question procedure. The self-designated and social designates were the only types to include drugs and alcohol among their top five problems. These two opinion leader types were more likely than the key informants and volunteer opinion leaders to mention social and moral concerns in the open-ended questioning.

It appeared clear from the data in Tables 5 and 6 that each of the types maintained a rather different view in ranking the series of problems. Thus, these data suggested that the methodology of selecting opinion leaders made a substantial difference in the kinds of problems that were seen as important in the Black community. The data also suggested that these differences do not depend upon whether questions were asked in a closed or open-ended fashion.

B. Most Important Personal Problem: We were also interested in gauging the kinds of problems that confront individuals within the context of everyday life in the Black community. It is likely that opinion leaders live in distinctive social strata in comparison to non-opinion leaders and have, as a result, different kinds of personal problems. It is also likely that different kinds of opinion leaders are differentiated socially and in terms of their problems in similar ways. Finally, we assumed that personal problems bore some relationship to the kinds of problems that were perceived as facing the Black community as a whole, and were relevant in trying to disentangle the prisms through which different groups evaluated more general problems in their community.

Respondents were asked what was "the most important problem facing you personally?" A further probe was used to elicit a second response from those who mentioned at least one response to the question. All responses were grouped in the same general categories that were employed in classifying responses to questions concerning problems facing the community as a whole (see Table 2). These categories were found again to be useful in exhaustively classifying responses. The frequency of responses for personal problems for the larger coding frame are included in Appendix D. The general sample's responses along with the four opinion leader types responses to the question are presented in Table 7.

(TABLE 7 ABOUT HERE)

More respondents gave no answer or said that "no problem" faced them than those who gave substantive responses to the question in the general sample. Among those who gave some kind of substantive response, about one in four mentioned economic problems; about one in five mentioned social and moral problems; and roughly one in ten mentioned political organization and civil rights or educational concerns. Very few respondents mentioned communications or any other kind of problem.

Self-designated and socially designated opinion leaders were more likely than others to mention "no problem." Self-designated opinion leaders were more likely than key informants to fail to mention a problem, while key informants were less likely than volunteer opinion leaders to mention a personal problem. Indeed, all 34 volunteer opinion leaders mentioned at least one personal problem.

Half the volunteer opinion leaders mentioned economic problems in

comparison with about one-fourth of the self-designated opinion leaders and about one-fifth of the key informants. Only 13.5 percent of the socially designated opinion leaders mentioned economic concerns as a personal problem. About 30.1 percent of the key informants mentioned political organization and civil rights as significant personal problems. This was far higher than the proportion mentioning the problem among any other group. Both self- and socially designated opinion leaders were a bit more likely to mention educational concerns as a personal problem, while each groups, except key informants, were about equally likely to mention social and moral concerns as personal problems.

Key informants mentioned a variety of other specific problems as being personally troubling. They were also slightly more likely than others to note communications as a personal problem. Differences in these categories, however, were based on relatively small numbers of cases and should therefore be evaluated with some degree of caution.

The second most important personal problem mentioned by various opinion and non-opinion leader groups generally reflected the most important problem (as had been true of perceived problems in the broader community). These responses are presented in Table 8. Each of the groups maintained some degree of distinctiveness in this regard, again, as the groups had with regard to community problems. Clearly, the most striking difference was the large proportion of people who did not respond to the second probe. Different opinion leader groups also varied according to the kinds of personal problems that they mentioned.

(TABLE 8 ABOUT HERE)

We were interested in the relationship between the problems people mentioned as community problems and those which they mentioned as problems which they faced personally. Table 9 presents the rank ordering of the most important problems people mentioned in response to these open-ended questions. The frequency of responses for each opinion leader type as the most important community problem (Table 2) and most important personal problem (Table 7) were rank ordered for sake of comparison. Bearing in mind that this is a rather gross indicator of differential perceptions, the data in Table 9 are quite revealing.

(TABLE 9 ABOUT HERE)

Of the 28 pairs of rankings for the four opinion leader types on seven problems, only five rankings are identical. Even when the "none" category is eliminated from the rank ordering, differences for each type continued to be obtained.

Obviously a more vigorous examination of these data is required, with far more categories included than the seven large clusters of responses. This type of analysis should point more clearly at the differentiation between perceptions of personal and community problems. (Note: A preliminary analysis using rank order correlations for each problem showed low to moderate correlations for each type of opinion leader and the general sample as well. These data are available upon request.)

Information and Media Use

Presented in this section are the results of the analysis which compared the opinion leader types according to the use of media, sources of influence, and their contacts with television stations and community

leaders. These various indicators were used in order to further examine the different characteristics of opinion leaders identified by the various methods. Our overall concern was to discover similarities and differences among the groups of opinion leaders regarding their communication patterns and uses of the media. For comparison purposes, the summary percentages for the general sample are again provided in the Tables.

A. Source of Information -- Community/Personal Problems: Subjects were asked to specify their "most important source of information" when faced with a problem in their community. Their responses ranged from Black newspapers to religious references (God, Bible, church, etc.) and are presented in Table 10.

(PLACE TABLE 10 ABOUT HERE)

The naming of Black newspapers as an important source did not appear to vary across the types. Other mass media tended to be named more often by the self-designates (23.6%) and the volunteer opinion leaders (45.5%). Other people tended to be used as an important source more often by the key informants (39.4%) than the other types, while the social designates gave religious references (14.4%) significantly more often than the other groups.

Respondents were also asked to name their most important source of information when they were faced with personal problems. The same coding frame employed for community problems was used in the personal problem analysis. These data are presented in Table 11.

(PLACE TABLE 11 ABOUT HERE)

As one would expect, "other people" were named most often by all groups, ranging from 44.4 percent for the volunteer opinion leaders to

56.1 percent for the key informants. All of the mass media sources were mentioned less often as a source for personal problems compared to community problems. More people made religious references regarding personal problems. One in four of the socially designated opinion leaders mentioned some aspect of the church or religion. This may be explained because of the important role the church plays in the Black community and that those socially designated by the sample as people to turn to when advice was needed included a large number of church contacts and ministers. None of the volunteer opinion leaders gave religious references and only 4.5 percent of the key informants mentioned religion as the place they turn for information about personal problems.

B. Media use: The different opinion leader types also appeared to attend to the various media differently. The key informants were most likely to spend more than an hour a day reading newspapers as shown in Table 12. The social designates and volunteer opinion leaders tended to spend between ten minutes and half an hour (38.3% and 44.1%, respectively). The key informants and the volunteer opinion leaders spent more time reading newspapers than the other types. All the opinion leader groups appeared to spend more time reading newspapers than did the general sample.

(PLACE TABLE 12 ABOUT HERE)

The key informants (40.5%) were more likely to spend between one and three hours a day "with the radio on" than were the other groups (see Table 13). The self-designated opinion leaders were heavy radio users more often than were the other types.

(PLACE TABLE 13 ABOUT HERE)

The number of hours people reported that they watched television were collapsed into two categories of low and high TV viewers and is presented in Table 14. The low TV viewers watched less than three hours daily, while high TV viewers were those who watched four or more hours a day. Only 5.4 percent of the key informants indicated they watched more than four hours of television daily, and 26.1 percent of the social designates were high TV viewers. In contrast one half of the volunteer opinion leaders and 37.3 percent of the self-designates were classified as high TV viewers. It appears that all of the leader types view less television than the general sample.

(PLACE TABLE 14 ABOUT HERE)

These media findings were consistent with previous understandings of the mass media audience. The community leaders (key informants) spent more time with newspapers and less time with general TV viewing than did others (see Book, 1975, for discussion). However, the most important point is that the key informants, who were previously shown to identify different community and personal problems than were the other groups, were also differentiated on the basis of their media use. The volunteer opinion leaders were also uniquely different on most every index.

What Television Can Do?

We were interested in finding out what people thought television could do to "help solve problems in the Black community?" The responses were grouped into seven general categories. The first category included responses of a general nature which indicated that television should call attention to problems, concerns and issues of the Black community and to

create awareness of community happenings. Almost 24 percent of the respondents felt this was television's chief contribution. The second category included suggestions that television should project a realistic and positive image of Blacks and the problems of the Black community; 19.8 percent of the people gave these kinds of answers. The third category contained specific types of programs or program formats, such as more educational shows, more documentaries, more talk shows, etc. About 15 percent of the respondents offered these types of suggestions. Responses which indicated that the quality of programming needed to be improved were grouped into a fourth category, which accounted for 14.4 percent of the total responses. Better children's programming, less violence, sex and crime and more thoughtful reporting were exemplary of responses in this category.

The fifth category included responses which called for more air-time for Blacks on television. These 8.4 percent wanted increased exposure for Blacks on television. Of the respondents, 5.4 percent thought television could do nothing to help the Black community. They formed the sixth category. Responses which could not be placed in the above groupings were labeled "other", and comprised the seventh category. This last category included 13.2 percent of the responses.

The different types of opinion leaders viewed TV's potential assistance in solving community problems differentially. These are presented in Table 15. Once again, the most striking differences were between the key informants and the other opinion leader types. The key informant were most likely to suggest that television should call attention to problems

and project positive, realistic images of Blacks than were the other groups. Conversely, the key informants were far less likely to suggest programs and program formats (6.9%) or address the quality of current programs (4.2%) than were any of the other groups. None of the key informants viewed television as unable to help solve Black community problems, whereas 11.2 percent of the general sample saw television's contribution as useless.

(PLACE TABLE 15 ABOUT HERE)

These differences seem to point to a general concern on the part of the key informants to call attention to a wide variety of general problems. The other opinion leader types and the general sample were more apt to give more specific suggestions dealing with the programming and quality of the current schedules.

Television Station Contact

In order to get an indication as to the amount of interaction between members of the Black community and the local television stations, we asked the respondents if they had ever contacted a television station in Columbus about a community problem. Only 84 of the 672 Black respondents had ever contacted a Columbus television station. Of these, 74 were designated as opinion leaders through one of the methods. Only seven said they had contacted WOSU-TV, the public television station. This included six people who indicated they had contacted all four local stations about the same issue. These 84 people offered 69 different reasons for contacting the stations in the market area. Over one-third of the contacts were direct results of racial slurs or racist presentations on television. The remainder of the

complaints dealt more generally with problems of urban life.

As would be expected, the key informants were far more likely than others to contact a TV station as can be seen in Table 16. Indeed, 50 percent of them had contacted a station. In sharp contrast, only about 6.6 percent of the general sample had ever contacted a station. Approximately one-tenth of the self-designated and social designated opinion leaders had offered feedback to a local station, while 28.1 percent of the volunteer opinion leaders had contacted one or more stations.

(PLACE TABLE 16 ABOUT HERE)

Most of the people who had contacted a station in Columbus had contacted two or more station 67.6 percent of the time. These data are presented in Table 17. This again was in sharp contrast to all other groups who indicated that they had responded specifically to only one of the local stations.

(PLACE TABLE 17 ABOUT HERE)

Overall, the people who had contacted a station thought that their contact had achieved some results. Almost 70 percent indicated they "got results." The opinion leader types did not statistically differ in terms of perceived results, although 75 percent of the key informants said that their contact got results. This was compared to 53.9 percent for the self-designates, and 60 percent for the volunteer opinion leaders.

Approximately seven in ten people said they were satisfied with the results of their interaction with the local stations. Again, the groups did not differ statistically in terms of their satisfaction, though it appeared that the key informants and the non-opinion leaders were less apt

to be "not at all satisfied" than were any of the other groups (see Table 18).

(PLACE TABLE 18 ABOUT HERE)

Certainly, the influence the key informants wield as a result of their visible community leader status could explain why their complaints or concerns might be acted upon more quickly or satisfactorily. While few respondents indicated that they had ever contacted a local television station, those that did were satisfied with their attempted feedback. Of particular interest was that the key informants contacted more stations, were more apt as a group to contact stations, and were by and large more satisified with the results they achieved than were the other groups. It is not suprising that leaders of "responsible community groups" would take more opportunities to contact stations, and have the empathetic ability to phrase complaints in a manner that would be likely to achieve satisfactory results, more so than opinion leaders whose opinion-leader status was gained as the result of social networks or self-perception.

Community Leader Interaction

Respondents were asked who they thought were the most important leaders in the Black community. The number of names reported by respondents revealed important differences among the five groups. These are shown in Table 19.

(PLACE TABLE 19 ABOUT HERE)

Social designates and self-designates were most likely not to name any community leaders when compared to the other groups (48.6% and 27.3%, respectively). Self-designates were more likely to name one or two

community leaders than the other groups. Key informants and volunteer opinion leaders were more likely to name five or more community leaders (48% and 64.6%, respectively).

The tendency for social designates not to name any community leaders may be due in part to their suspicions about how this information was going to be used (lack of trust). They also might have felt the Columbus Black community had no real "leaders."

The key informants' and volunteer opinion leaders' abilities to name five or more community leaders may have been related to their position in the social network making community leaders more visible to them.

If respondents identified one or more community leaders, they were asked how often they saw the leaders: weekly, monthly, or twice a year or less. Their answers were based on the leaders they saw most frequently and are presented in Table 20.

(PLACE TABLE 20 ABOUT HERE)

All respondents who named a leader appeared to have regular contact with people they perceived as community leaders.

The most striking contrast appeared among the groups when seeing a community leader twice a year or less was considered. Only 8.1 percent of the key informants belonged to this category. Of the remaining groups, 33.3 percent of the volunteer opinion leaders, 26.3 percent of the social designates, and 20.2 percent of the self-designates reported seeing community leaders twice a year or less.

It appeared that the key informants almost always see the people they perceive as community leaders weekly or monthly. A clear majority of the

self-designates and social designates manage to see those they perceive as community leaders on a weekly or monthly basis. The volunteer opinion leaders tended to see their leaders on a monthly basis or less often. The majority of the general sample saw their leaders on a monthly basis or less often.

When asked if they sought the advice of the community leaders on community problems, a majority of the general sample respondents indicated they did not (55.6%). This is seen in Table 21.

(PLACE TABLE 21 ABOUT HERE)

In the other groups, the majority of the respondents reported seeking advice of community leaders. The key informants sought advice most frequently (88.7%), followed by the social designates (74.6%), the volunteer opinion leaders (64.5%), and finally the self-designates (60%).

Social and Demographic Characteristics of Groups

In this section, attention was given to the social and demographic characteristics of subsamples of Blacks that were analyzed in the study. To what extent do various groups differ socially and demographically?

Data were dichotomized on each variable for ease of presentation and analysis, although basic differences appeared when more categories were used. The results are presented in Table 22.

Difference in social and demographic characteristics were apparent among various groups of opinion leaders. But the sharpest contrasts were between the small subsample of volunteer opinion leaders, the larger sample of key informants, and everyone else. The volunteer opinion leaders were far younger, more transient, and better educated than the other groups.

Next to the key informants, they were more likely than other groups to be male.

(PLACE TABLE 22 ABOUT HERE)

The key informants were also distinctive socially and demographically. Only about 36 percent of the key informants lived in the community nine or fewer years and they were less well integrated into it. Nearly two-thirds of the key informants were well integrated into community affairs on this indicator. Although key informants did not diverge sharply in age from other groups in the sample (except as noted for the volunteer opinion leaders), key informants were by far more highly educated than others. Nearly nine in ten key informants had completed education beyond the high school level, while only about one in ten in the general sample group had completed high school or less education. The key informants were predominantly male, about 79 percent were male and 21 percent female.

Self-designated opinion leaders were more similar to key informants. They had lived in the community longer and were more socially integrated. They had completed substantially more education than the general sample, although substantially less than key informants. About 56 percent of the self-designates had lived in the community for ten or more years, and about 36 percent had completed more than a high school education. Slightly more than half (52.3%) were females, and about 53 percent were 44 years of age or younger.

Socially designated opinion leaders were also more similar to the key informants than to the general sample. Social designates were better socially integrated into the community than the general sample; they were

much better educated than the public and they were characterized by a greater proportion of males than the general non-leader public.

For some reason however, more of the socially designated opinion leaders were older than any of the other samples. It may be that age makes leaders more visible and, hence, more likely to be nominated as an opinion leader. It may be that key informants, because of their education combined with youth and length of residence in the community, hold influential positions. They are probably mostly young professionals. Social designates, in contrast, earn their reputation by longevity in the community combined with educational attainment. Future analysis might profitably be employed in disentangling the bases for these distinctions.

Self-designates and social designates differed most on age and education, but very little on length of residence in the community or on sex. A few percentage points more of each group had lived in their community ten or more years than less than ten years, and about half of each group was female, half male. But social designates were somewhat better educated than self-designates and they were older. It would appear that each of these groups of respondents was involved in different networks of communication in the Black community, and that differences in perceptions of personal and community problems reflected these differences in social and demographic characteristics.

Thus, the self-designated, social designates, key informants and volunteer opinion leaders were socially and demographically distinct groups at least in Columbus, Ohio Black community. Perceptions of important problems facing the entire community, the priorities given these problems,

and concerns with personal problems were sharply discrepant from one group to another. It may be that these perceptions and priorities reflected different life styles, networks of communications, and social demographic characteristics that characterize each of the groups. In any case, the significance of carefully disentangling different kinds of opinion leaders cannot be overemphasized in assessing needs of the Black community.

CONCLUSIONS

Opinion Leader Types Appeared to be Fairly Independent of One Another

The four methods used to identify opinion leaders (key informants, social designates, self-designates and volunteer opinion leaders) revealed different people. This was an especially important finding considering the community under study was the Black community of Columbus, Ohio. Smaller minority communities are traditionally more integrated than are larger populations. The fact that the Blacks employed in the local media identified different people as leaders of opinion in the community than were identified by a sample of the community residents indicates that care should be used in relying exclusively on this technique. When the sample respondents were asked to specify the leaders of the Black community, again the general sample tended to name different people as leaders than the Black media personnel. People perceived different people to be both community and opinion leaders, depending upon who you asked and how you asked the question.

This in and of itself would not be undesirable for ascertainment purposes if the representative opinion and community leaders identified under varying conditions had similar perceptions of the community and its problems. The data collected in this investigation indicated that such does not appear to be the case.

The four opinion leadership types significantly differed in terms of (1) their perceptions of community and personal problems, (2) their communication patterns and media use and (3) their social and demographic characteristics.

The distinguishing characteristics of the four types are summarized below:

A. Key informant opinion leaders -- those identified as leaders by Black employees of local media -- tended to name economic concerns as the most important problem facing the Black community, more often than the other types. For the key informants, political and organizational issues were the most salient personal problems. They perceived education and social/moral issues to be less of a personal problem than all other types. This type relied on other people for information about Black community problems and personal problems more so than the other types. They tended to be the heaviest readers of newspapers and lightest viewers of television among the opinion leader types. Their perceptions as to the way television could help Blacks were characterized by responses suggesting ways to project realistic images of Blacks and ways to call attention to problems of the Black community. The key informants were far more likely to have had contact with local TV stations in the community and to be satisfied with the results they obtained from that contact than were the other types. They identified significantly more leaders of the Black community than the other types and were more likely to have regular interaction with other community leaders than the other types. Further, they tended to be users of these leaders for advice more consistently. They were likely to be male, nearly all had more than a high school education and had lived in the Columbus Black community for more than 10 years.

These key informants significantly differed from the other opinion

leader types on nearly every indicator. It appeared that this technique truly tapped a unique and elite group of Black leaders. Their longevity in the community and higher social status apparently gave them a different perspective of the community and its problems. It was also important to note that this group also differed from the general sample of Black residents.

The advantages of using this method were quite clear; it was far less costly and less time consuming. Certainly an increased emphatic ability which goes along with higher education may allow this type of leader to perceive salient problems and to articulate their implications more fully.

However, this must be weighed heavily against the evidence which indicated that this type of leader is far removed from the everyday lives of other Black folks. The key informants tended to interact with others like themselves. Their problems and concerns are the problems and concerns of an elite, representing a very small percentage of the Black residents of the community. As articulate, educated leaders of Black community groups, they would tend to be "easier to talk with" for public broadcasting personnel, since they share more common ground, language, and experiences than would other types of opinion leaders. Caution should be used in this regard. It appeared that the public broadcaster will get an unrepresentative view of the problems of the community by relying on this opinion type exclusively.

B. The self-designated opinion leaders -- identified from the general sample of Black residents according to their scores on five self-report questions which indicated their opinion leadership status -- viewed

educational issues as the most important problem facing the Black community, more than the other types. They were a bit more likely not to respond to the questions than were the others. Their perceptions of personal problems differed from the key informants, but not drastically from the other types. They were more likely than the socially designated or volunteer opinion leaders to name political and organization problems, among those which they faced personally. The self-designates relied on traditional mass media sources for information about Black community problems more than did the key informants and the social designates. They were more apt to name "other" sources of information about personal problems than were the other types. They tended to spend the least amount of time reading newspapers among the four opinion leader types, but were the heaviest users of radio. They also tended to view more television than both the key informants and social designates, but less than the volunteer opinion leaders.

These self-designated opinion leaders were least likely of the types to have ever contacted a television station, and those that had tended least often to have been very satisfied with the results of their interaction with the station.

Of the four opinion leadership types, the self-designates were able to name the fewest number of Black community leaders, and had the least contact with these leaders. It would follow, then, that this type also were least apt to seek advice from the Black community leaders.

Demographically, this type was differentiated most drastically by education. They were far more likely than any of the other types to have

had only a high school education, or less.

The self-designated opinion leaders were uniquely different from the other types of opinion leaders, particularly the key informants and volunteer opinion leaders. Although they differed significantly from the non-opinion leaders in the general sample, they tended to be more like the non-opinion leaders than the other opinion leader types (this analysis was run to check the validity of the type; the data were not reported here, but are available upon request). The thing which distinguished this opinion leader type from a general sample of respondents most was their willingness or ability to answer the questions. The general survey and non-opinion leaders were least likely to respond to nearly every question.

What was most important about the self-designates was their ability to reflect the perceptions of the Black community and its problems, the interaction patterns of the community and the demographic characteristics of the community more closely than the other three opinion leader types. They viewed the community's problems most like the general sample's perceptions.

Among the advantages of using the self-designated technique was the relative ease in identifying these leaders in conjunction with a general survey of the community. By simply adding several questions, the self-designated opinion leaders were partialled out of the sample of responses. Consequently, the leaders of opinion within the sample can be more carefully scrutinized and evaluated. The self-designated technique would also afford the broadcaster an insight into the problems of the community as viewed by the people who are most likely to experience the problems. The

language used and perceptions of the community from this vantage point would give the broadcaster a better sense of the Black community members who are in need of services the station might offer in the way of programming.

The disadvantages of relying exclusively on this technique were that these leaders tended to have a more limited range of experiences by which to assess community problems. Their lower education and level of information about the range of community problems would be somewhat limited.

C. Socially designated opinion leaders -- the persons others turn to for advice about community problems -- were more likely than the other types to name social and moral issues as the most important problems facing the Black community. They were less likely than the other types to mention education as the most important problem. In terms of personal problems, these social designates noted economic concerns significantly less often than the other types. They tended to rely on religious sources for information about community and personal problems more than the other three types. More of this group than the other opinion leadership types said they read no newspapers, although the majority appeared to be fairly regular newspaper readers. They watched less television than both the self-designates and volunteer opinion leaders, but decidedly more than the key informants. The social designates tended to give evaluative comments concerning the way television could help Blacks. They were more likely to make references to specific programs or to improving the quality of programming than were the other opinion leadership types.

They were less likely than the key informants or volunteer opinion leaders to have contacted a television station and were more likely than

the other groups to indicate that they had been not at all satistied with the results of that contact.

The social designates were the most likely to not name any Black community leaders, although they sought advice from the community leaders mentioned more often than did the self-designates or volunteer opinion leaders.

Demographically, this group was distinguished from the other opinion leader types by age. The social designates tended to be older than all other groups.

This opinion leader type, like the others, had an unique perspective on the community and its problems. They tended to be most like the self-designated opinion leaders and least similar to the key informants and volunteer opinion leaders. However, they shared more common ground and experiences with the key informants than they did with the self-designates or the general sample.

The advantage of using this technique of identifying opinion leaders of community opinion was that it had the highest face validity. Certainly few would argue that the people named by the community members as the persons who are consulted for advice about community problems are the leaders who also have a history of offering acceptable insights into the community's problems for the community residents who <u>have</u> the problems. Opinion leaders are by definition members of a social system that other members go to for advice on specific topics.

It would appear that the socially designated opinion leaders were the critical invisible leaders of opinion within the community. They

were not correlated highly with people who were perceived to be community leaders; in fact, less than 20 percent of the socially designated opinion leaders were also perceived to be "community leaders."

It would appear then, that broadcasters should make every effort to identify these invisible sources of influence within the Black community and gain their support and insight -- for these are the people that the viewers turn to for advice about the community and its problems.

The disadvantages of using this technique were many. Perhaps the most important disadvantage was the cost in identifying these leaders. They were by far the most expensive interviews to complete because of the time required to correctly identify them and track them down.

Because of the high attrition rate for those who were named as social designates and those who completed interviews, the opportunity for error also increased substantially. This may very well have been the case in the present study. For instance, the fact that a large proportion of those socially designated opinion leaders were ministers or people in some way related with church activities may be accounted for in at least two ways. First, because of the importance of the church in the Black community, a logical place for people to turn for advice about community problems would be people related to the church. An alternative explanation might be that ministers and leaders of a church were easier to locate and interview. They tended to have offices and have more regular patterns of behavior and were simply more available to be interviewed.

This technique of identifying opinion leaders should be carefully pursued by public broadcasters, though consultation with professional research teams appears to be advisable.

C. The respondents labeled volunteer opinion leaders were those persons who responded to a series of spots aired on WOSU-TV during Black programs which invited Black viewers to volunteer to be interviewed. WOSU attempted to solicit a sample of respondents who would typify callers to the station. The ascertainment primer suggests a variety of methods can be employed, including chance encounters and call-in programs. We were interested in the ways this type of "leader" might vary from other sources of influence in the Black community.

The volunteer opinion leaders were least likely to name economic issues as the most important problems facing the Black community than all the other types and were more likely to mention communication issues. In sharp contrast, the volunteer opinion leaders were far more likely to name economic concerns as the most important problems that they faced personally. They relied on mass media sources for information about both community and personal problems significantly more than the other types. None of this type turned to religion for information about personal problems. The volunteer opinion leaders tended to be moderate to light readers of newspapers and the heaviest users of television of all the types. They were more apt to give unique responses to the question which asked how television might help the Black community. Like the key informants, none of the volunteer opinion leaders mentioned that television could do nothing. In sharp contrast to the key informants, the volunteer opinion leaders and the self-designates similarly saw the need to increase air time directed toward Black viewers. This type looked at various times on various indicators to similar to all three of the other types. There appeared to be

very little pattern to their responses. They were more apt to have contacted a television station than the self-designates or social designates, but decidely less often than the key informants. Both the social designates and the key informants were more likely to have contacted two or more local stations than these volunteer opinion leaders. Not one of them mentioned that they were very or extremely satisfied with the results of their contact with a local TV station. This was in sharp contrast to all the other types; but this may well be consistent with their thoughts of what TV can do to help Blacks in the community. They, more than all other types, gave responses we placed in the "other" category. Their ideas may well have been outside the mainstream of thinking for both the Black community and the local stations, which subsequently led to unsatisfactory station contact.

The volunteer opinion leaders were far more likely than any of the other types to name five or more Black community leaders, though they appeared to have significantly less contact with the leaders than the other types. This is quite consistent with their reliance on the media, particularly television, as a source of information about community problems. Apparently for the volunteer opinion leaders, the media were relatively more important sources of influence about the community and its problems. Demographically, this group varied from all the types. They were far more likely to be newcomers to their neighborhoods and younger than the other types. Like the key informants, most of the volunteer opinion leaders had more than a high school education and were more likely to be male than female.

Clearly, the volunteer opinion leaders were less well ingegrated into the Columbus Black community than the other types. It may be for this reason that they turned to the media for direction about community and personal problems. In any event, the volunteer opinion leaders tended to respond to all the questions differently than the general sample of Black residents. They varied from the general community's responses more so than any of the other types. These people are best characterized perhaps as "groupless voices," rather than as leaders of voiceless invisible groups. They make themselves known to the public broadcaster, and apparently viewed public television with some regularity. In many respects they may represent the current audience for Black oriented programming -- young, transient and well educated. They did not appear to be a group of people that a broadcaster should rely upon for information about the community and its problems. Because they are less well integrated into the community, their perceptions of the problems will seldom reflect the problems of the larger community.

The advantages of using this technique was that it is by far the easiest and least costly way to gain insight into the community. It could be further argued that the current viewers of a station are the community members who the broadcaster can serve most effectively, especially since these volunteer opinion leaders relied on media for information more than did other community members.

The weaknesses of this technique were that by relying on existing viewers and catering to their perceptions of the community, the chance to broaden the base for larger viewership will be diminished. The volunteer

opinion leaders tended to see the problems of the community with a decidedly different set of perceptions than the other types. They simply did not represent the population of the community, even though they may have represented the population of viewers. Yet, they may very well have not represented the viewers of the specific programming either. There were simply too many questions concerning the representativeness of these respondents to rely on their views of the community and its problems for ascertainment purposes.

Implications and Recommendations

Based upon the findings of this study the following implications and recommendations are offered for consideration:

A. Public broadcasters should not rely on visible leaders of organized groups in the building of the master problem list for ascertainment if they want to have the problems reflective of the problems of the community and it members.

B. Public broadcasters should use volunteers of opinion about the problems in the community with caution for building their master problem list, since volunteers did not appear to represent the perceptions of the community problems as viewed by the general population, or other leaders of opinion within the community.

C. Public broadcasters should attempt to identify the invisible socially designated leaders of the community. This should be viewed as a continuing process. Although the initial cost of identifying these invisible leaders is high, these leaders of opinion should form a pool of names for subsequent ascertainment purpose. Once these socially designated

leaders are identified they not only form a rich source of information for ascertainment purposes, but are also the key to successful integration of the public broadcasting station into the community. Further, once a substantial pool of socially designated opinion leaders is established, the need and usefulness for general surveys of the community is lessened.

D. The self-designated technique of opinion leadership does not appear to offer the public broadcaster enough additional information about the community to warrant its regular use.

E. Public broadcasters should experiment with the concept of problems which face individuals in the community personally as a potentially rich source of data for building the master problem list.

F. Public broadcasters should enlist the advice and assistance of local University researchers, the Office of Communication Research of the Corporation for Public Broadcasting and other professional social science researchers in planning and implementing their ascertainment procedures.

Two other conclusions concerning the notion of ascertainment as an FCC requirement appear warranted and are offered for review:

A. Community problems and community leaders are concepts which may detract from stations' abilities to ascertain the public interest conveniently and therefore impede their attaining the objectives of ascertainment investigations.

B. The Federal Communication Commission should seriously consider the implications of its current operational definitions of "community problems" and "community leaders." They may, by their own legal requirements of ascertainment, be encouraging public broadcasters to be less responsive to the needs of the public.

Table 1

Interviewing Dates and Completion Dates for Ascertainment Study

Sample:	Dates	Initial N	Contacts	Completion	%
General Sample	6/16-7/15	760	760	449	59.1%
Key Informants	6/10-6/28	84	76	74	88.1%
Social Designates	6/25-8/7	266	192	115	*43.2%
Volunteers	6/12-6/25	34	34	34	100.0%

*It may be more appropriate to compute this percentage based on the actual number of usuable names, and phone numbers we were able to identify and contact, in which case the completion rate would be 59.9%.

Table 2 Most Important Problem Facing the Black Community in Columbus by Group.[a]

Group:	Community Problems: Economic	Political Organization	Educational	Social & Moral	Communication	Other	None	(N)
Self-Designated	37.1%	17.4	16.7	21.2	2.3	0.8	4.5	(132)
Socially-Designated	36.9%	18.0	9.0	27.9	4.5	1.8	1.8	(111)
Key Informants	58.9%	13.7	15.1	8.2	1.4	1.4	1.4	(73)
Volunteers	29.4%	41.2	11.8	5.9	11.8	0.0	0.0	(34)
Totals	40.9%	19.1	13.4	19.1	3.7	1.1	2.6	(350)
$\chi = 44.94$, df = 18, p. < .001								
General Sample Totals	33.7%	14.7	14.9	22.9	2.3	1.6	9.8	(454)

[a]The question asked was: "What would you say is the most important problem facing the Black community in Columbus?"

Table 3 Second Most Important Problem Facing the Black Community in Columbus by Group[a]

	Community Problems							
Group:	Economic	Political Organization	Educational	Social & Moral	Communication	Other	None	(N)
Self-Designated	19.7%	18.2	10.6	22.7	.8	1.5	26.5	(132)
Socially-Designated	16.2%	20.7	15.3	30.6	.9	0.0	16.2	(111)
Key Informants	34.2%	11.0	31.5	15.1	0.0	1.4	6.8	(73)
Volunteers	29.4%	29.4	5.9	23.5	5.9	2.9	2.9	(34)
Totals	21.6%	18.6	16.0	23.7	1.1	1.1	16.9	(350)
General Sample Totals	14.1%	12.8	10.1	20.3	1.3	.9	40.5	(454)

[a]The question which was a probe to question one in Table 1, "Any other problems?"

Table 4 Third Most Important Problem Facing the Black Community in Columbus by Group

Group:	Problem							
	Economic	Political Organization	Educational	Social & Moral	Communication	Other	None	(N)
Self-Designated	9.1%	6.1	10.6	14.4	0.0	2.3	57.6	(132)
Socially-Designated	8.1%	17.1	15.3	12.6	0.0	.9	45.9	(111)
Key Informants	16.4%	13.7	16.4	39.7	2.7	2.7	8.2	(73)
Volunteers	8.8%	35.3	17.6	20.6	2.9	8.8	5.9	(34)
Total	10.3%	14.0	14.0	19.7	0.9	2.6	38.6	(350)
General Sample Totals	6.8%	5.5	6.4	10.8	.2	1.3	68.9	(454)

Table 5 Mean Scores and Rank-Orderings of 16 Community Problems[1]

	Self Designates		Social Designates		Key Informants		Volunteers		General Sample	
Job discrimination	1.44	4	1.62	8	1.5	4	1.36	7	1.58	8
Sex discrimination	2.14	14	2.19	14	2.11	14	1.93	15	2.17	15
School segregation	1.52	7	1.67	9	1.55	6	1.51	12	1.66	9
Police	1.75	10	1.69	10	1.79	11	1.29	5	1.74	12
Drugs/ Alcohol	1.32	3	1.34	4	1.59	8	1.45	11	1.44	5
Prostitution	1.98	13	1.91	13	2.46	16	2.38	16	1.89	14
Housing discrimination	1.76	11	1.76	11	1.9	12	1.61	13	1.75	13
Health Care	1.8	12	1.67	9	1.71	9	1.44	10	1.72	11
Welfare	1.69	9	1.55	7	1.47	3	1.27	4	1.67	10
Inflation	1.49	6	1.48	5	1.57	7	1.17	3	1.46	7
Public transportation	2.29	15	2.25	15	2.45	15	1.85	14	1.29	1
Crime	1.32	3	1.33	3	1.54	5	1.38	8	1.39	3
Getting a job	1.26	1	1.32	2	1.27	1	1.14	2	1.35	2
Getting Blacks organized	1.31	2	1.3	1	1.4	2	1.11	1	1.4	4
Taxes	1.66	8	1.77	12	2.01	13	1.41	9	1.72	11
Elderly	1.48	5	1.49	6	1.72	10	1.35	6	1.45	6
	n=134		n=115		n=74		n=34		n=149	

[1]Scores ranged from (1) - extremely important to (4) - not at all important

Table 6 Rank Orders of Top Five Problems from Checklist for Four Opinion Leader Types

	Self-Designates	Social Designates	Key Informants	Volunteers
Job Discrimination	4	8	4	7
Police	10	10	11	5
Drugs and Alcohol	3	4	8	11
Welfare and Poverty	9	7	3	4
Inflation	6	5	7	3
Crime	3	3	5	8
Getting a job	1	2	1	2
Getting Black folk organized	2	1	2	1
Services for the Elderly	5	6	10	6

Table 7 Most Important Problem Facing People Personally by Group[a]

	Community Problems							
Group:	Economic	Political Organization	Educational	Social & Moral	Communication	Other	None	(N)
Self-Designated	25.8%	13.6	11.4	18.2	2.3	2.3	26.5	(132)
Socially-Designated	13.5%	8.1	15.3	21.6	2.7	5.4	33.3	(111)
Key Informants	20.5%	30.1	5.5	9.6	6.8	12.3	15.1	(73)
Volunteers	50.0%	8.8	11.8	20.6	0.0	8.8	0.0	(34)
Totals	23.1%	14.9	11.4	17.7	3.1	6.0	23.7	(350)
$\chi = 65.75$, df = 18, p. < .000								
General Sample Totals	24.4%	7.9	7.5	20.5	.7	4.2	34.8	(454)

[a]The question was: "What would you say is the most important problem facing you personally?"

Table 8 Second Most Important Problem Facing People Personally by Group

Group:	Problem							
	Economic	Political Organization	Educational	Social & Moral	Communication	Other	None	(N)
Self-Designated	6.1%	2.3	1.5	10.6	0.0	1.5	78.0	(132)
Socially-Designated	0.9%	1.8	4.5	11.7	0.9	3.6	76.6	(111)
Key Informants	8.2%	9.6	2.7	9.6	6.8	4.1	58.9	(73)
Volunteers	26.5%	11.8	2.9	14.7	0.0	23.5	20.6	(34)
Total	6.9%	4.1	2.9	11.1	1.7	4.9	68.0	(350)
General Sample Totals	4.4%	1.5	2.6	7.0	0.0	1.3	83.0	

Table 9 Rank Orderings of Most Important Community Problem and Most Important Personal Problem for Opinion Leader Types and General Sample.

Group:	Community and Personal Problems***													
	Economic		Political Organization		Educational		Social & Moral		Communication		Other		None	
	Com*	Per**	Com	Per	Com	Per	Com	Per	Com	Per	Com	Per	Com	Per
Self-Designated	1	2	3	4	5	4	2	3	6	6	7	6	5	1
Socially-Designated	1	4	3	5	3	4	2	2	5	7	6	6	6	1
Key Informants	1	2	3	1	2	2	4	5	5	6	5	4	5	3
Volunteers	2	1	1	4	3	3	4	2	3	5	5	4	5	5
General Sample	1	2	3	4	4	4	2	3	6	7	7	6	5	1

*c = community problems mentioned as Most Important.
**p = personal problems mentioned as Most Important
***Where percentages were tied, the highest ranking was used for both types.

Table 10 ... Source of Information about Black Community Problems.[a]

Group:	Source					
	Black Newspapers	Other Mass Media	People	Religion	Other	(N)
Self-Designates	10.4%	23.6	30.4	4.7	33.0	(112)
Social Designates	15.6%	13.3	27.2	14.4	30.4	(92)
Key Informants	14.7%	11.8	39.4	4.4	31.0	(71)
Volunteers	12.1%	45.5	21.2	0.0	21.2	(33)
Total	12.6%	19.5	30.5	6.8	30.5	(308)
$\chi^2 = 33.01$, df = 12, p. < .001						
General Survey Total:	15.6%	19.5	28.6	5.1	31.0	(353)

[a]The question asked was: "What would you consider the most important source of information when you are faced with a problem in your community?"

Table 11 Source of Information about Personal Problems by Group[a]

Group:	Source: Black Newspapers	Other Mass Media	People	Religion	Other	(N)
Self-Designates	3.2%	2.1	51.6	10.5	29.5	(95)
Social Designates	5.0%	1.3	45.0	26.3	17.5	(80)
Key Informants	10.6%	0.0	56.1	4.5	21.2	(66)
Volunteers	11.1%	11.1	44.4	0.0	22.2	(27)
Total	6.3%	7.8	50.0	12.7	23.1	(268)
$\chi^2 = 37.6$, df = 12, p. < .001						
General Survey Total	4.2%	7.5	53.9	12.5	27.1	(336)

[a]The question asked was: "Generally speaking, what would you consider the most important source of information when you are faced with a personal problem?"

Table 12 Average Time Spent Reading a Newspaper a Day by Group.[a]

Group:-	None	Less Than 10 Minutes	11-30 Minutes	31-60 Minutes	60+ Minutes	(N)
Self-Desingnates	5.9%	9.7	32.2	31.3	20.9	(134)
Social Designates	8.7%	8.7	38.3	16.5	27.8	(115)
Key Informants	0.0%	8.1	23.0	28.4	40.5	(74)
Volunteers	5.8%	8.8	44.1	14.7	26.5	(34)
Totals	5.7%	9.0	33.3	24.4	28.6	(357)
$\chi^2 = 35.12$, df =18, p< .009						
General Survey Totals	11.6%	15.4	28.6	24.2	20.1	(447)

[a] The question asked was: "On an average day, about how much time do you spend reading a newspaper?"

Table 13 Average Time Spent With the Radio On a Day by Group.[a]

Group:	None	Less Than 1 Hour	1-3 Hours	4-6 Hours	7-10 Hours	(N)
Self-Designates	10.4 %	19.4	30.6	14.2	25.4	(134)
Social Designates	8.6 %	31.3	32.2	15.7	12.2	(115)
Key Informants	2.8 %	36.5	40.5	8.1	12.2	(74)
Volunteers	5.9 %	35.3	29.4	11.8	17.6	(34)
Totals	7.8 %	28.3	33.1	13.2	17.6	(357)
χ^2 = 28. 44, df=18, sig. = .055						
General Survey Totals	12.3%	22.0	31.2	15.2	19.3	(446)

[a] The question asked was: "About how much time do you spend with the radio on? (daily)?"

Table 14 Average Time Spent Watching Television a Day by Group.[a]

Group:	Low	High	(N)
Self-Designates	62.7%	37.3	(134)
Social Designates	73.9%	26.1	(115)
Key Informants	94.6%	5.4	(74)
Volunteers	50.0%	50.0	(34)
Total	71.7%	28.3	(357)
χ^2=36.85, df=6, sig.-.00.			
General Survey totals	57.2%	42.6	(449)

[a]The question asked was: About how much time do you spend watching television? (less than 3 hours = low, more than 3 hour = high).

Table 15 How Television Can Help Blacks by Group.[a]

Group:	Call Attention to Problems	Project Realistic Image of Blacks	Specific Types of Programs	Improve Program Quality	More Airtime to Blacks	Nothing	Other	(N)
Self-Designates	23.2%	14.4	16.8	16.8	11.2	7.2	10.4	(125)
Social Designates	18.3%	15.4	19.2	20.2	6.7	8.7	11.5	(104)
Key Informants	31.9%	36.1	6.9	4.2	4.2	0.0	16.7	(72)
Volunteers	24.2%	18.2	15.2	9.1	12.1	0.0	21.2	(33)
Totals	23.7%	19.8	15.3	14.4	8.4	5.4	13.2	(334)
$\chi^2 = 44.85$, df = 18, p. < .001								
General Sample Totals	19.5%	14.7	17.5	15.7	8.6	11.2	12.8	(383)

[a]The question asked was: "What, specifically, do you feel television can do to help solve problems in the Black community?"

Table 16 Whether Respondents Have Ever Contacted a Television Station by Group.[a]

Group:	Yes	No	(N)
Self-Designates	11.5%	88.5	(131)
Social Designates	12.8%	87.2	(109)
Key Informants	50.0%	50.0	(70)
Volunteers	28.1%	71.9	(32)
Total	21.3%	78.7	(342)
χ^2=47.6, df=3, P < .000			
General Sample total	6.6%	93.4	(441)

a The question asked was: "Have you ever contacted a television station in Columbus about a problem you faced in the community?"

Table 17 Number of Stations Contacted by Group.

Group:	Number of Stations Contacted: One Station Only	Two or More Stations	(N)
Self-Designated	92.3%	7.7	(13)
Social Designated	78.6%	31.4	(14)
Key Informants	36.4%	67.6	(33)
Volunteers	87.5%	12.5	(8)
Total	61.2%	38.8	(67)
$\chi^2 = 18.77$, df = 3, p. < .001			
General Sample Total	92.6%	7.4	(27)

Table 18 Satisfaction with Television Station Contact by Group.[a]

Group:	Very/Extremely Satisfied	Moderately Satisfied	Not at All Satisfied	(N)
Self Designated	33.3%	33.3	33.3	(9)
Social Designated	38.5%	15.4	46.2	(13)
Key Informants	42.9%	32.1	25.0	(28)
Volunteers	0.0%	60.0	40.0	(5)
Total	38.2%	30.9	32.7	(55)
General Survey Total	43.8%	25.0	31.3	(16)

$\chi^2 = 6.24$, df = 6, p. < .30

[a]The question asked was: "How satisfied were you with the results?"

Table 19 Number of Important Black Leaders by Group.

Group:	None	1 or 2	3 or 4	5 or more	(N)
Self Designates	27.3 %	50.0	12.1	10.6	(132)
Social Designates	48.6 %	20.7	24.3	6.3	(111)
Key Informants	13.7 %	10.9	27.3	48.0	(73)
Volunteers	5.9 %	5.8	23.5	64.6	(34)
Total	29.1 %	28.3	20.3	22.3	(350)
$\chi^2 = 141.96$, df = 9, p. < . 000					
General Survey Total	38.3%	39.2	12.6	9.5	(454)

Table 20 How Often Respondent Sees Community Leaders by Group.

Group:	Weekly	Monthly	Twice a year or less	(N)
Self-Designates	45.2%	34.5	20.2	(84)
Social Designates	50.9%	22.8	26.3	(57)
Key Informants	48.4%	43.5	8.1	(62)
Volunteers	45.7%	37.0	33.3	(27)
Total	45.7%	34.3	20.0	(230)
χ^2 = 13.77, df = 6, p< .05				
General Survey	42.4%	24.0	33.6	(202)

Table 21 Whether Respondents Seek the Advice of Community Leaders by Group.

Group:	Yes	No	(N)
Self-Designates	60.0%	40.0	(85)
Social Designates	74.6%	25.4	(59)
Key Informants	88.7%	11.3	(62)
Volunteers	64.5%	32.3	(31)
Total	71.7%	29.1	(237)
$\chi^2 = 15.44$, df = 3, $p < .005$			
General Survey Total	44.4%	55.6	(241)

Table 22 Selected Demographic Characteristics of Groups.

Demographics:		Groups: Self-Designated		Socially-Designated		Key Informants		Volunteers	
Years in Neighborhood:[a]	9 or less	(58)	43.9%	(49)	44.1%	(26)	35.6%	(25)	79.4%
	10 or more	(74)	56.1	(62)	55.9	(47)	64.4	(7)	20.6
Age:[b]	18-44	(70)	53.0%	(46)	41.8%	(38)	52.1%	(29)	85.3%
	45 or over	(62)	47.0	(64)	58.2	(35)	47.9	(5)	14.7
Education:[c]	High School or less	(84)	63.6%	(48)	43.2%	(8)	11.0%	(10)	29.4%
	More than High School	(48)	36.4	(63)	56.8	(65)	89.0	(29)	70.6
Sex:[d]	Male	(63)	47.7%	(56)	50.5%	(56)	78.9%	(22)	58.8%
	Female	(69)	52.3	(55)	49.5	(15)	21.1	(14)	41.2

a $\chi^2 = 18.99$, df = 4, $p<.001$

b $\chi^2 = 19.8$, df = 4, $p<.001$

c $\chi^2 = 56.05$, df = 4, $p<.000$

d $\chi^2 = 20.23$, df = 4, $p<.001$

APPENDIX A

Survey Questionnaire

TELEPHONE NUMBER _____ 1:1-2 Study: 01 . .
1:3-6 ID: _____

Hello, I'm _____ calling for the Ohio State University TV project. We are conducting a scientific survey about Black people's views about television. My instructions are to interview Black residents. (Pause) Are you Black?

IF NON-BLACK, "Thank you very much, and terminate."

IF LAST DIGIT ODD: "I'd like to speak to man of the household."
IF LAST DIGIT EVEN: "I'd like to speak to woman of the household."

(REPEAT INTRODUCTION IF NECESSARY. MAKE APPOINTMENT FOR CALL BACK, IF NECESSARY.)

1:10-11 Q.1.a. What would you say is the most important problem facing the Black community in Columbus?

_____

1:12 b. [IF ANY,] Would you say this is: important, very important, or extremely important?

1. Important
2. Very important
3. Extremely important
8. DK
9. NA

1:13-14 c. [IF ANY,] Any other problems? (IF NO GO TO QUESTION 2)

_____

1:15 d. [IF ANY,] How important is that?

1. Important
2. Very important
3. Extremely important
8. DK
9. NA

1:16-17 e. Anything else? (IF NO GO TO QUESTION 2)

_____ _____

1:18 f. [IF ANY,] How important is that?

1. Important
2. Very important
3. Extremely important
8. DK
9. NA

1:19-20 Q.2.a. What would you say is the most important problem facing you personally?

_____

1:21 b. [IF ANY,] Would you say this problem is: important, very important, or extremely important?

1. Important
2. Very important
3. Extremely important
8. DK
9. NA

1:22-23 c. Any other problems?

_____

1:24 d. IF ANY, How important is that: important, very important, or extremely important?

1. Important
2. Very important
3. Extremely important
8. DK
9. NA

Q.3. Different people have mentioned a number of problems in the Black community to us. Please just tell us how important you think each of the following are: extremely important, very important, not very important, not at all important?

		Extremely Important 1	Very Important 2	Not Very Important 3	Not at all Important 4	DK 8	NA 9
1:25	a. Job discrimination:	1	2	3	4	8	9
1:26	b. Sex discrimination:	1	2	3	4	8	9
1:27	c. School segregation:	1	2	3	4	8	9
1:28	d. Police:	1	2	3	4	8	9
1:29	e. Drugs and Alcohol:	1	2	3	4	8	9
1:30	f. Prostitution:	1	2	3	4	8	9
1:31	g. Housing discrimination:	1	2	3	4	8	9
1:32	h. Health care:	1	2	3	4	8	9
1:33	i. Welfare and Poverty:	1	2	3	4	8	9
1:34	j. Inflation:	1	2	3	4	8	9
1:35	k. Public transportation:	1	2	3	4	8	9
1:36	l. Crime:	1	2	3	4	8	9
1:37	m. Getting a job:	1	2	3	4	8	9
1:38	n. Getting Black folk organized:	1	2	3	4	8	9
1:39	o. Taxes:	1	2	3	4	8	9
1:40	p. Services for elderly:	1	2	3	4	8	9

1:41 Q.4. What would you consider the most important source of information when you are faced with a problem in your community? DO NOT READ ALTERNATIVES. WRITE RESPONSE: _____

1. Black newspapers (Call & Post, Onyx, Choking Times, Bilalial News/ Mohammed Speaks)
2. Other Newspapers (C-J/Dispatch)
3. Magazines (Specify: _____)
4. Other People
5. Other (Specify: _____)
8. DK
9. NA

1:42 Q.5. In your opinion, who would you say are the most important leaders in the Black community? (PROBE FOR COMPLETE NAMES. TITLES, AND ADDRESSES, IF POSSIBLE)

a. _____

b. _____

c. _____

d. _____

e. _____

1:43 a. IF ANY. About how often do you see these people? WRITE IN RESPONSE _____(ONE MOST FREQUENTLY MET)

1. Weekly
2. Monthly
3. Twice a year or less
8. DK
9. NA

1:44 b. IF ANY. Do you ever seek the advice of these leaders about community problems?

1. Yes
2. No
8. DK
9. NA

1:45-46 Q.6. What, specifically, do you feel television can do to help solve problems in the Black community?

_____

_____

1:47 Q.7.a. Have you ever contacted a television station in Columbus about a problem you faced in the community?

1. Yes
2. No (IF NO, GO TO QUESTION 8)
8. DK
9. NA

1:48-49 b. IF YES. What was the problem?_____

_____

1:50 c. How did you contact the station?_____

1:51 d. Which station was that?_____

1:52 e. Did your contact get any results?

1. Yes
2. No
8. DK
9. NA

1:53 f. IF YES. How satisfied were you with the results: extremely satisfied, very satisfied, moderately satisfied, or not at all satisfied?

1. Extremely satisfied
2. Very satisfied
3. Moderately satisfied
4. Not at all satisfied
8. DK
9. NA

1:54 Q.8.a. On an average day, about how much time do you spend reading a newspaper?

1. None
2. Less than 10 minutes
3. 11-30 minutes
4. 31-60 minutes
5. 60+
8. DK
9. NA

1:55 b. About how much time do you spend with the radio on? (daily)

1. None
2. Less than 1 hour
3. 1-3 hours
4. 4-6 hours
5. 7-10 hours
8. DK
9. NA

1:56 c. About how much time do you spend watching television? (daily)

1. None
2. Less than 1 hour
3. 1-3 hours
4. 4-6 hours
5. 7-10 hours
6. 10+ hours
8. DK
9. NA

1:57 Q.9. Generally speaking, what would you consider the most important source of information when you are faced with a personal problem? DO NOT READ ALTERNATIVES. WRITE IN RESPONSE_____

1. Black newspapers (Call & Post, Onyx, Choking Times, Bilalial News/ Mohammed Speaks)
2. Other newspapers (C-J/Dispatch)
3. Magazines (Specify:_____)
4. Other people
5. Other (Specify:_____)
8. DK
9. NA

Now, a few questions about discussions concerning neighborhood problems.

1:58 Q.10.a. About how often would you say that people ask you for your opinion about problems in your community: several times a week, once a week, once or twice a month, or less often?

1. Several times a week or more
2. About once a week
3. Once or twice a month
4. Less than once a month
8. DK
9. NA

1:59 b. About how many people that you know personally look to you for your opinions about community problems?

1. None
2. 1-3
3. 4 or more
8. DK
9. NA

1:60 Q.11. If someone you know said that they depended on your judgement a great deal about problems in the community that appeared in the news, would you believe them?

1. Yes
2. No
3. DK
4. NA

1:61 Q.12. Would you like to be thought of as a person who others depend on in making up their minds about community problems that appear in the news?

1. Yes
2. No
8. DK
9. NA

1:62 Q.13. Compared to friends, would you say that you are more likely, less likely, or about the same to be asked for your opinions on community problems that appear in the news?

1. More likely
2. Less likely
3. About the same
8. DK
9. NA

Now I need to ask a last few questions for statistical purposes.

1:63 Q.14. About how many years have you lived in this neighborhood?

_____YEARS

0. Less than 1 year
1. 1-3
2. 4-9
3. 10 or more
8. DK
9. NA

1:64 Q.15. How old are you?_____YEARS.

1. 18-34
2. 35-44
3. 45-54
4. 55-64
5. 65 or over
8. DK
9. NA

1:65 Q.16. What is the highest year of school you completed?

1. 8 or less
2. 9-11 (some high school)
3. 12 (high school)
4. 13-16 (some college)
5. 16 (college)
6. 17 or more (post-graduate)
8. DK
9. NA

One final question, just to make sure that we get everyone's views.

Q.17.a. Who are the people you usually go to when you need advice on a community problem? PROBE FOR NAMES, TELEPHONE NUMBERS, AND ADDRESSES BE SURE NAMES COMPLETE.

PROBES: Any others? Anyone else?

	NAMES	TELEPHONE	ADDRESSES
i.	_____	_____	_____
ii.	_____	_____	_____
iii.	_____	_____	_____

Thank you very much for your help. TERMINATE INTERVIEW HERE.

1:66 Q.18. DO NOT ASK IS RESPONDENT?

1. Male
2. Female

APPENDIX B

Field Supervisor's Report

FIELD SUPERVISOR'S REPORT

The field supervisor was responsible for hiring and training the interviewers, coordinating all field work, and field editing. During various points in the project, assistance was received from the project manager, a project coordinator, and the data processing manager. The following discussion focuses on information about (1) the hiring, training, and supervision of interviewers, (2) procedures for data collection, (3) problems of data collection, and (4) identification of records kept and clerical assistance used.

Interviewer Information

A. Interviewer Identification: The interviewers used in the general survey and social designate interviewing were Black female college students and college graduates. Most of the college graduates were public school teachers. A total of 23 women were used. These interviewers were identified through acquaintances of members of the research team, through Black females working as teachers in the public school system, through the Office of Minority Affairs at the University, and through the Department of Black studies. Close to 40 potential interviewers were identified. The initial contact was made by phone. At this time, they were given information about the nature of the project, payment information, and invited to attend a training session.

The interviewers used in the key informant interviewing included the project manager (Black Male), a Black male graduate student, a minority female, and two Black females.

B. Interviewer Training: Attendance at one training session was required of all interviewers. The sessions included (1) background information on the purpose and scope of the project, (2) discussion of basic interviewing techniques, (3) explanation of the use of call sheets and numbered questionnaires, (4) review of each question on the questionnaire including the rationale for asking each question, and (5) participation of interviewers in a role playing interviewing situation.

Two large training sessions with six to eight interviewers were held at the beginning of the project. Smaller training sessions included one to three interviewers were held at a later time to replace interviewers who left the project. At any given time the number of interviewers working varied from seventeen during the general survey and key informant interviewing to eight during the social designate interviewing.

C. Interviewer Supervision: The interviewers were permitted to work in their homes. Throughout most of the project, they were required to turn in completed interviews and pick up new questionnaires and call sheets at least twice a week. There were times during the project when they reported more frequently (or less frequently) depending upon what kinds of interviews they were doing and the stage of the project. For the general survey interviewers were required to complete at least twenty interviews per week. The requirement for social designate and key informant interviews were more flexible.

Quality control checks included the filed supervisor discussing problems spotted in the work of the interviewer and problems they identified, and checking completed questionnaires for clarity of open-ended

responses and checking to be sure all questions had been answered, etc. This checking activity was done a second time by coders. After being keypunched, all cards were machine verified. A computer check was run for missing cases. A consistency check was also run.

Another quality control check included interview verification procedures. It is customary in survey research to verify a small proportion of each interviewer's work. Ten percent of the questionnaires were checked by calling respondents and verifying thay they had been interviewed. Also, a demographic question (length of residence in their current neighborhood) which was asked during the interviews was verified/reasked.

D. Interview Records/Reports: Each interviewer on the average completed 31 interviews. The highest number completed by one interviewer was 127, the lowest four. The median was 22.

The average length of interviewing time was 19 minutes. The most frequently mentioned longest interview time by interviewers was 45 minutes and the most frequently mentioned shortest interview time was 8-10 minutes.

The average amount of time interviewers spent attempting to contact respondents varied with each group. Below are reports for each group except WOSU-TV call-ins (volunteer opinion leaders).

Sample	*Average amount of time needed to contact respondents
General Survey	
Sample A	21 minutes
Sample P	12 minutes
Social Designates	7 hours
Key Informants	4 days

*Amount of time calculated from first efforts to contact respondents to actual time the interview began.

— The completion rates or cooperation rates of respondents (100% -- refusal rate) for the various groups are reported below:

Sample	Completion Rate
General Survey Sample A Sample B	59.1%
Social Designates	43.2%
Key Informants	88.1%
Volunteer Opinion Leaders	100.0% (see Table 1)

Problems of Data Collection

A. Interviewer Problems in General: Some of the most frequent problems interviewers mentioned were:

- People being suspicious about why they were the ones being called, and how did the interviewer know they were Black.
- People being suspicious about the nature of the project itself, i.e., what are you trying to sell, what do you plan to do with this information, are you Black? (Interviewers felt their being Black added credibility to the project and it appeared to be a factor in securing the cooperation of many respondents.)
- People not having time to be interviewed.
- Persuading people their input was valuable.
- Getting people to cooperate.
- Trying to be nice while cutting off a "long-winded" respondent. Some interviewers reported some respondents felt compelled to explain every response they gave and relate their responses to earlier responses.
- Shortening the amount of time spent interviewing elderly. Often the longest interviews reported were those with elderly residents who reported they were lonely and wanted someone to talk to.
- Interviewers budgeting their personal time to do the interviewing at home with other distractions.

- Avoiding getting discouraged when people were rude and when there was difficulty in getting people to cooperate.

- People saying they "don't know" to several responses within one interview.

- Having to reword some questions without giving away possible answers.

- People refusing to give names over the phone; people giving names but refusing to give addresses or phone numbers (this precipitated problems in trying to locate the social designates).

B. Interviewer Problems with Specific Samples: There were some problems that were identified with particular samples. Below are some of these problems:

General Survey-Sample A	- Some Blacks saying they were white, i.e., the voice sounded Black to the interviewer.
	- White people wanted to be interviewed. Some became upset when they were informed only Blacks were being interviewed.
	- Interviewers becoming disgusted when so many of the numbers belonged to white residences.
General Survey-Sample B	- Some Blacks saying they were white.
	- A tendency for sample B respondents to be more skeptical, make more excuses about not having time.
	- A tendency to be more non-responsive; interviewers had to work harder to get responses other than "don't know."
Key Informants	- Scheduling interviews.
	- People missing appointments and failing to call back.
	- Secretaries who performed gatekeeper roles.

Social Designates

- Tracing women with names only (if married, often the phone is listed in the husband's name).
- Locating people with names only being supplied -- very time consuming.
- Locating names not in the phone book.
- Explaining to people how the interviewer got their names to reduce high levels of suspicion and mistrust.
- People being out-of-town; on vacations.
- People located at business addresses providing the interviewer with the same problems of key informant interviews.
- People expecting interviewers to know about the Columbus Black community -- if not, the interviewer may have gotten lectured.
- Respondents suggesting "Now that I helped you, can you work on this civic project for me?"

Recommendations for Dealing with Interviewer Problems

One of the most important functions of the field supervisor was to constantly be aware of problems interviewers were having, suggest possible alternative ways for them to do their interviewing, and give them moral support. The successful interviewer can provide the supervisor with ideas to help other interviewers who have not been as successful.

When dealing with some of the particular problems mentioned above, such as suspicion and mistrust, the field supervisor advised the interviewers to tell the truth about how numbers and names were acquired. As stated earlier, interviewers were given background information on the project which some reported using in some cases to get cooperation.

Interviewer Training

A. Background Information: Each interviewer was given a written explanation about the project. They also received a verbal explanation, and were invited to ask any questions about the project they might have had.

B. Discussion of Interviewing Techniques: A written explanation of suggestions of do's and don'ts for interviewers was given to each interviewer. A more extensive verbal explanation was also given, and the interviewers were again asked if they had any questions.

C. Explanation of the Use of Call Sheets and Numbered Questionnaires: For all interviews, except the key informants and WOSU-TV call-ins, the interviewers were given call sheets which had (1) phone numbers only (general survey) and (2) names and maybe addresses, streets, phone numbers, occupation, etc. (social designates), (call sheets and social designate call sheets are attached). On these call sheets were spaces for the number on the questionnaire to be recorded next to the phone number and name if given, spaces to record date and time of attempted calls, space to record refusal codes, and space to record completed interviews. Whenever an interviewer had secured the cooperation of a respondent for an interview, she recorded the phone number (and name) on the top of the questionnaire.

D. Review of Each Question: The field supervisor went over each question in the questionnaire discussing the rationale for asking the question, instructions on how to record responses, and possible ways to reword questions if that need arose. Each interviewer was given a sample

questionnaire on which to write notes. A written rationale for each question was also provided (see Appendix B).

E. Interview Role Playing: A role playing situation was set up where interviewers had an opportunity to do an interview and be interviewed. These face-to-face interviews were done with other interviewers.

Field Coordinator Records/Clerical Assistance

The field coordinator/supervisor kept records of assigned and returned numbered questionnaires and call sheets. All employment information about the interviewers was kept by the field supervisor.

The cumulative percentage of interviews completed per call sheet for the general survey was calculated in order to predict how many call sheets would be needed. Records were kept on the number of each kind of questionnaire which was submitted.

When social designate names were received, the names were recorded on 3"x5" note cards and periodically, typed lists were made from these note cards. When social designate interviewing began, as interviews were completed, the 3"x5" card regarding that respondent was pulled and recorded as a completed interview then placed in another stack and on a new list. Clerical assistance was used to help keep the social designate records up to date. Clerical assistance was also used for reproducing questionnaires.

NAME:_____ POSITION:_____

OFFICE ADDRESS:_____ HOME ADDRESS:_____

_____ _____

TEL. NO._____ TEL. NO._____

RECOMMENDED BY:_____ AS LEADER IN:_____

TELEPHONE CONTACTS:

	DATE	TIME	COMMENTS
1.			
2.			
3.			
4.			
5.			

INFORMATION ON INTERVIEWING

FOR ASCERTAINMENT PROJECT

A. Interviewing Procedures
   1. Speaking guides
      a. When reading question, try to sound as natural as possible.
      b. Speak slowly and clearly.
      c. Give "un hums" to let respondent know you are listening.
      d. Attempt to build an atmosphere of trust.
   2. The Call Sheet
      a. Each sheet has 25 randomly selected numbers.
      b. We do not know which of the numbers belong to Black residents; you must find that out.
      c. One out of every five calls should result in a completed interview.
      d. We recommend you reword the date and time of the call-backs.
      e. Use more than three calls if necessary (call sheet only has room to record three calls).
      f. Use reference codes; add NB for non-Black respondent.
      g. Record ID # on questionnaire onto call sheet when you turn in call sheet. Be sure to sign it.
   3. The Questionnaire
      a. Do not record telephone number until after the interview is completed/has started.
      b. Attempt to record open-ended response in space alloted; if more space is needed, put arrow on page indicating the rest of the response is on the back of the page.
      c. Attempt to get verbatim responses.
   4. The Social Designate Interview
      a. Record names and phone numbers on social designate sheet.
      b. Sign your name to social designate sheet and turn in for duplication check.
      c. After duplication check, you may complete social designate calls.

B. Problems Interviewers Have
   1. Initial non-cooperation: Re-explain purpose; go into a little more detail about purpose of project.
   2. Need for re-interpretation of question: When respondents request more clarification, try to reword question without adding additional meaning.

3. Getting names of social designates:
   a. Remind respondents it is important for the survey to identify "influential" people.
   b. Assure respondents of confidentiality of names and of their identify.
   c. You may accept last names only, but you must have a name. Try to indicate title, i.e., Mr., Mrs., or Miss.
4. Avoiding getting discouraged. Several things might discourage you, but you should realize that they should be expected. These include (a) refusals, (b) hang-ups, (c) not home and (d) disconnection of telephone.

C. Interviewing Project Procedures
1. Each interviewer is encouraged to complete as many interviews as possible.
2. A minimum of four interviews a day or 20 interviews a week is expected.
3. Each interviewer is expected to turn in completed questionnaires, call sheets and social designates and to pick up new questionnaires, etc., on the following dates:
   (i) Friday, June 18
   (ii) Tuesday, June 22 (dates are subject to change;
   (iii) Friday, June 25 other dates to be announced)

Statement of Purpose for Research Questions

Q. 1 a - f

To determine the needs and problems of the Columbus Black Community. This is needed because it can potentially be helpful to programming personnel when planning minority programming.

Q. 2 a - d

To determine the most common needs and problems of Blacks in Columbus. This is also needed because it can be potentially useful to programming personnel when planning minority programming.

Q. 3

To determine how Black residents of Columbus feel about problems that have been previously mentioned as concerns in the Black community.

Q. 4

To determine the sources of information Black people turn to when faced with a community problem. This is potentially needed to direct publicity materials to the most effective sources when minority programming is scheduled.

Q. 5 a - b

To determine the people in Columbus who Black residents readily identify as leaders. Their names are important so that they can be interviewed as well.

Q. 6

To determine how Blacks view television as a way to help solve community problems.

Q. 7 a - f

To determine any past experiences where Blacks have used television to solve a problem. This information is necessary to determine the extent of television usage by Blacks in Columbus.

Q. 8 a - c

To determine the media habits of Black residents in Columbus. It is assumed that media exposure is a key factor in determining a person's ability to identify community problems.

Q. 9

To determine the sources of information Black people in Columbus turn to when faced with common personal problems. This is potentially needed to direct publicity materials to the most effective sources when minority programming is scheduled.

Q. 10 - 13

To determine the respondents degree of participation in discussions of community problems. This is necessary to determine the respondents perception of himself/herself as a voice in the Black community.

Q. 14 - 16

To determine the demographic categories for each respondent. This is needed for tabulation purposes.

Q. 17

To determine the people the respondent goes to for information on minority issues. This is needed to get everyone's views on community problems.

APPENDIX C

Summary of Most Important Community Problems for General Sample

Summary of Most Important Community Problems for General Sample

Value		1st	2nd	3rd	Total
01	Political Support	1	3	1	5
02	Employment/Unemployment	118	48	14	176
03	Education/Schools	35	28	18	81
04	Finances, Poor, etc.	25	7	10	42
05	Arts, Cultural awareness	1	0	0	1
06	Political representation, Leadership, etc.	3	3	1	7
07	Women	0	0	0	0
08	Housing	48	36	15	99
09	Crime	28	21	5	54
10	Recreational facilities	4	4	3	11
11	High utilities	2	1	0	3
12	Lack of organization	14	11	1	26
13	Apathy	3	4	2	9
14	Prejudice	22	16	7	45
15	Advancement, Better jobs	0	1	2	3
16	Police--brutality, -relations, -citizens review board	8	8	3	19
17	Health care, Health/Medical attention	0	3	2	5
18	Communication, Information, Better informed	13	3	0	16
19	General atmosphere, Lack of pride in Blacks	8	5	7	20
20	Transportation	0	1	0	1
21	Drugs	7	6	5	18
22	Political awareness	4	4	2	10
23	Court System	0	0	0	0
24	Desegregation, Segregation, School busing	18	6	2	26
25	Garbage collection	6	1	0	7
26	Religion/Sin	6	0	1	7
27	Black/White relationship	5	2	0	7
28	Age/Old age	0	0	0	0
29	Taxes	0	0	0	0
30	Neighborhood (in general)	0	0	0	0
31	Child neglect/Abuse	0	1	0	1
32	Lack of business opportunities/Money	1	2	0	3
34	Family solidarity/Demise of family	0	1	2	3
35	Social services (in general)	0	2	3	5
36	Welfare system	3	5	3	11
37	Problems having to with children, delinquency	5	4	2	11
38	Childrearing practices	3	3	4	10
39	Labor concerns, Working conditions, etc.	0	0	2	2
40	Community Involvement	1	2	0	3
41	Hunger, food	0	7	3	10
42	City services, Street lighting, Sewage, Day Care	3	3	1	7
43	TV, Radio, Electronic media	4	3	1	8
44	I-670 freeway project	1	0	2	3
45	Services for senior citizens	0	2	0	2
46	Other discriminations (sex, blacks against blacks)	0	0	1	1
47	Shopping facilities	0	0	2	2
00	Others	8	3	4	15

APPENDIX D

Summary of Important Community Problems and Important Personal Problems Mentioned in General Sample

Summary of Important Community Problems and Important Personal Problems Mentioned in General Sample

Value	Problems	Community Problem	Personal Problem
01	Political Support	5	0
02	Employment/Unemployment	176	49
03	Education/Schools	81	23
04	Finances, Poor, etc.	42	61
05	Arts, Cultural awareness	1	0
06	Political representation, Leadership, etc.	7	0
07	Women	0	0
08	Housing	99	21
09	Crime	54	28
10	Recreational facilities	11	10
11	High Utilities	3	1
12	Lack of organization	26	3
13	Apathy	9	6
14	Prejudice	45	14
15	Advancement, Better jobs	3	10
16	Police--brutality, -relations, -citizens review board	19	4
17	Health Care, Health/Medical attention	5	23
18	Communication, Information, Better informed	16	3
19	General atmosphere, Lack of pride in Black people	20	5
20	Transportation	1	2
21	Drugs	18	2
22	Political awareness	10	0
23	Court System	0	1
24	Desegregation, Segregation, School busing	26	2
25	Garbage collection	7	2
26	Religion/Sin	7	2
27	Black/White relationship	7	3
28	Age/Old age	0	6
29	Taxes	0	1
30	Neighborhood (in general), -upkeep, -neighbors, -pets, -planned development	0	21
31	Child neglect/Abuse	1	0
32	Lack of business opportunities/Money	3	4
34	Family solidarity/Demise of family	3	2
35	Social services (in general)	5	8
36	Welfare system	11	5
37	Problems having to do with children, delinquency	11	8
38	Childrearing practices	10	3
39	Labor concerns, Working conditions, etc.	2	0
40	Community involvement	3	5
41	Hunger, food	10	0
42	City services, Street lighting, Sewage, Day Care	7	2
43	TV, Radio, Electronic media	8	0
44	I-670 freeway project	3	2
45	Services for senior citizens	2	0
46	Other discriminations (sex, blacks against blacks)	1	2
47	Shopping facilities	2	4
00	Others	15	13

APPENDIX E

Response Categories for Open-ended Questions

Most Important Problems -- 1:10-11; 13-14; 16-17; 19-20; 22-23

99 None, Missing Data
01 Political support (entire system) Political power, leaders elsewhere
02 Employment/unemployment
03 Education, schools
04 Finances, poverty, poor, economics, prices, inflation, money, money for agency personnel training, skills
05 Arts, cultural awareness
06 Political representation, own representatives, leadership
07 Women
08 Housing
09 Crime
10 Recreation facilities
11 High utilities
12 Unity, lack of organization
13 Apathy
14 Prejudice, racism, discrimination, equal rights
15 Advancement, better jobs
16 Police-brutality, relations, review board, disrespect for
17 Health, medical attention, health care
18 Communication, information, be better informed
19 General atmosphere -- lack of pride, "Black people themselves"
20 Transportation
21 Drugs
22 Political awareness (of the people themselves)
23 Court system
24 Desegregation/segregation, schools, busing, etc.
25 Garbage collection
26 Religion, sin
27 Black-white relations
28 Age, old age
29 Taxes
30 Neighborhood (in general), upkeep, neighbors, pets, planned development of
31 Child neglect/abuse
32 Lack of business opportunities/money for minorities
33 Problems that are strictly personal (examples on attached list)
34 Family solidarity, demise of family, etc.
35 Social services (in general)
36 Welfare, welfare system
37 Problems having to do with children/juveniles, delinquency
38 Child rearing practices
39 Labor concerns -- working conditions, lack of trained manpower, management conflicts
40 Community involvement
41 Hunger, food
42 City services -- sewage, street lighting, day care centers
43 TV, radio, electronic media
44 I-670 project, freeway

45 Services for senior citizens
46 Other discrimination -- sex, marital status, Blacks against Blacks by skin color
47 Shopping facilities
48 Drinking

00 Other (see examples given below)

Responses put in "Other" Category (Questionnaire ID)

-Blacks are missing opportunities in the Army -- no discrimination
-Black women as heads of households
-Problems in having stated goals achieved and followed through
-Carrying on the family business
-Being thought as Black first and as a qualified person second
-Dealing with economically limited people
-White folks' perceptions of Black problems and its usage by government (838)
-Breakdown of discipline; buying services from one another (841)
-Bars open on Sundays
-Noise
-Blacks have been shortchanged in Bicentennial celebration
-Blacks are not exposed to enough things (597)
-Time spent at home (810)
-Letting destructive people move into neighborhood (50)
-Respect for authority (51)
-Too many problems to single out most important (193)
-Lack of utilization of skills (194)
-Blacks should be exactly like whites (357)
-Opening of bars (392)
-Misappropriations of funds (411)
-Everything (435)
-Opportunities to live (537)
-Businesses in community that still cheat people (260)
-Conflict in values (68)
-Stereotyping (127)
-Slowness to make progess (127)
-American intransigent attitudes toward Blacks
-Achieving meaningful community role as a Black person
-Anybody's problem is my problem (795)
-Too much noise (752)
-Fear (261)
-Blacks love to celebrate, fabricate reasons to celebrate (632)
-Men (480)
-Imposed class status (454)
-Inability to solve problems (707)
-Air pollution (663)
-Study the past & present before taking action of any kind (665)
-Slang (201)
-Over appeasement; no middle grounds in federal programs (264)
-Establishment of priorities (329)

Examples of Responses put in "Personal" Category (Not Inclusive)

-temper
-procrastination
-too busy
-divorce
-marital problems
-growing up gracefully
-overweight
-wife in hospital
-my feelings toward people
-inability to move
-harassment
-on probation (486)
-music

Sources of Information -- 1:41 (Community Problem)

6 Electronic Media (TV, radio)
7 Religious references (God, Bible, church)
0 Myself

Put first response here; any additional response in 1:70

Sources of Information -- 1:57 (Personal Problem)

Same as above, but no additional responses coded

What Television Can Do -- 1:45-46

01 More/better talk shows
02 More educational shows
03 More consumer shows
04 Less shows relating crime to Blacks
05 Less shows relating militance to Blacks
06 Deal with Black-white concerns, show both sides of the problem
07 Deal with jobs
08 More air time to Blacks
09 More free speech, more editorials
10 Truthful reporting
11 Project realistic images of Blacks, both good and bad points*
12 Project positive image of Blacks*
13 Call attention to problems, concerns, issues
14 Attempt to create awareness of community happenings
15 More publicity of Channel 34
16 Nothing
17 Present realistic view of Black community and its problems

* There is no real difference between 11 and 12; misunderstanding at beginning of coding.

18 More Black history/culture
19 More religious programs
20 Show whites Blacks' problems
21 More Blacks in decision-making roles and positions
22 More and better children's programs
23 Less violence on TV, less crime and sex on TV also
24 More documentaries/public affairs
25 Interrelationship of events in Black community with those in white community
26 Unite Blacks
27 Project Black awareness
28 Televise good news

00 Other (see examples given below)

Responses put in "Other" Category (Questionnaire ID)

-Turn it off
-Radio better
-Put on right programs
-Better programs
-More exposure
-TV has come a long way
-Change some things in soap operas
-Make more people watch TV
-TV is wonderful, if you watch the right shows
-Fix it to help everyone
-Pictures
-Television can do more
-More constructive programs
-Channel 34 is best (469)
-Programs = company
-Not relevant to Black community
-Better musical introductions
-Clean the alleys and streets
-Upgrade the shows for young people
-Innovative in designing programs
-Take Channel 6's Pat Chamer editorial comments off the air
-Encourage civic pride
-TV is misused means of communication = it propagandizes the people (632)
-TV can be most effective by bringing about changes graphically
-Joint effort with radio; radio has larger Black audience (478)
-Advertising the better resources of life; Christian education (465)
-Get out into Black community and survey (464)

Why did you contact the (television) station? 1:48-49

98 Contacted the station, but no mention of why
99 Inappropriate response

01 Biased OSU basketball
02 Slanted reporting
03 Shoplifting
04 Housing
05 Biased shows
06 Rats in community
07 School conflicts; job opportunity
08 Labor
09 Detroit desegregation suit not publicized here
10 Social
11 Concerning impending riot after Kent State
12 Misinformation about postal system
13 Public affairs TV in Columbus
14 Placing of Black personnel on the air as a spokesman for Black community
15 Crime
16 Poor programming
17 Columbus school segregation
18 Loans for Black businessmen
19 Unemployment
20 General community breakdown
21 Black campus problems
22 Censorship and racial slur
23 Praise Leon Bibb
24 Big Brother
25 Kahiki incident
26 Funds for Ridgeway Home
27 Transfer of Gerald Harrington
28 Stereotyped images
29 Changing classes at senior high school
30 Problems in education
31 Difficulty in getting program time
32 ABC was running a sports program which assumed Black golfer was not good enough to be put on air
33 Lottery
34 Need for cohesiveness
35 Urge state to increase eligibility to standard (Lomax of Urban League)
36 Police brutality
37 Reporting of news relating to Blacks
38 Welfare
39 Protested emergency squad service awards; grandmother died from them coming too slow that very week
40 Job discrimination
41 Strike
42 To find out why a certain Black man left (Gerald Harrington?)
43 Cost of funerals

45 TV time for candidacy
46 Respondent was asked by station to speak on TV
47 The dog catchers
48 Police; the time that killed the Crews boy
49 Crime program approach
50 Riots
51 Urban Homestead Program
52 Problems involved health in general also health within the Black community
53 Problems within the court
54 They gave wrong information about a certain incident
55 Inner-city used as target for crime rate statistics in news and release of Blacks' addresses but not whites' addresses in news
56 Education for Blacks
57 Racist remark
58 Speak-out
59 Disturbance in neighborhood
60 Health problems, new concepts
61 Lack of attention of city administration on physical problems in community
62 Audience participation situation (town council)
63 For exposure only
64 Role of Blacks in university system
65 X-rated movies
66 Communication programs on TV
67 Lee Vilisidies said something he felt was racist
68 Announcer made a mistake and said whites' Westinghouse, giving the viewer the impression that no Blacks were working there
69 Telling the TV station not to put only bad things about Blacks on TV
70 Community problems; prostitution, employment, financing higher education
71 In a WBNS report on a robbery, mentioned only that suspect was Black
72 Juvenile deliquency
73 Went to see how they selected what they thought was important to community
74 To get a speaker
75 Black images

How Station Was Contacted -- 1:50

0 Other (telegram, contacted by station)
1 Telephone
2 Mail
3 In person
4 Combination of 2
5 Combination of 3

8 Station contacted -- no mention of how
9 None; inappropriate

Station Contacted -- 1:51

0 Other
1 WTVN (6)
2 WCMH (4)
3 WBNS (10)
4 WOSU (34)
5 Combination of 2
6 Combination of 3
7 Combination of 4

8 Contacted station but station not given
9 None; inappropriate

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